

Thurston County
Quit Line Data Summary
January 1 - March 31, 2003

	<u>County</u>	<u>State</u>
Number of Calls to Quit Line	N = 145	N = 4,042
Percent of Statewide Calls	4.2%	100.0%
Percent of State Population in County¹	3.5%	100.0%
	County %	State %
Gender	N = 139	N = 3,581
Female	66.2%	62.2%
Male	33.8%	37.8%
Race/Ethnicity	N = 129	N = 3,087
People of Color	10.9%	12.9%
White	89.1%	87.1%
Age	N = 137	N = 3,298
Less than 18 years old	0.7%	1.8%
18 - 24 years old	13.1%	14.6%
25 - 34 years old	21.2%	23.1%
35 - 44 years old	30.7%	27.0%
45 years and older	34.3%	33.5%
Education	N = 135	N = 3,197
Did not graduate high school	22.2%	19.2%
High school graduate	34.8%	32.7%
Some college/vocational school	31.1%	36.6%
College graduate	11.9%	11.4%
Caller Type	N = 143	N = 3,656
General Information	2.1%	9.4%
Health care provider	4.9%	3.2%
Tobacco user	93.0%	87.4%
Payer Type	N = 110	N = 2,529
Insured	27.3%	36.7%
Uninsured	29.1%	29.6%
Medicaid	43.6%	33.7%
Heard About	N = 133	N = 3,148
Past caller	7.5%	9.1%
Employer/worksites	0.0%	0.7%
Health care provider	21.8%	24.8%
Television	15.8%	18.3%
Outdoor advertisement (billboard/bus/wall)	7.5%	4.9%
Targeted mailing	0.0%	0.2%
Great Start	0.0%	0.1%
Radio	2.3%	1.9%
Newspaper/Magazine	0.8%	2.5%
Brochure/Newsletter	3.0%	8.2%
Family or friend	33.8%	24.2%
Health Department	6.8%	4.5%
School	0.8%	0.7%

Source: Washington State Department of Health
Tobacco Prevention and Control
Assessment and Evaluation

¹ "Census 2000", August 2001 (OFM)

* Rate not calculated because number of calls was less than 5.